

# THE WISCONSIN ARCHITECT

THE OFFICIAL PUBLICATION OF THE WISCONSIN ARCHITECTS ASSOCIATION —  
A CHAPTER OF THE AMERICAN INSTITUTE OF ARCHITECTS

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*Photo: Liza-Leigh Hunt*

Hall Chevrolet Parts-Service Arena  
Milwaukee, Wisconsin

William G. Herbst & Associates Architects  
Milwaukee, Wisconsin



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 INSTITUTE OF ARCHITECTS

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## Summer Caucus To Be Held At Madison, August 14

In accordance with the Legal 30-Day Notice mailed to all members of the Wisconsin Architects Association, the Summer Caucus will be held in Madison at the Nakoma Country Club the afternoon and evening of Friday, August 14.

This Special meeting has been called for the purpose of voting on the changing of the Association's Annual dues, necessitating amending of the By Laws as published in the 1952 July Wisconsin Architect.

### FINE PROGRAM PLANNED

The Madison Division, acting as host for the day, has planned a most interesting program for the visiting membership.

Registration is scheduled from 12:30 to 1:30 P.M. The Business meeting from 1:30 to 3:30 o'clock and the period following, up to 7 o'clock will be spent on a tour of Madison's architectural points, or golfing, however one prefers.

There will be cocktails at 7 with the banquet from 7:30 to 10:30. Paul Schweicher, Architect of Roselle Ill., will be the guest speaker.

Mr. Schweikher is the new Chairman of Yale's Department of Architecture in the Division of the Arts, his appointment having become effective July 1.

A map showing how Nakoma Country club may be reached from any direction, is being mailed the members, together with a stamped addressed reservation post card.

\* \* \*

## Read The Analyses Of The Foundation, On Page 4

In order to fully acquaint the membership with the Wisconsin Architects Foundation, Gerald J. Rice, Attorney for the Association, made a thorough analysis which you will find on Page 4, of this issue. And on Page 5 you will find the published ARTICLES OF INCORPORATION OF the Wisconsin Architects Foundation.

\* \* \*

## Northeastern District Meeting

APPLETON, WISCONSIN, JULY 7, 1953

The meeting was opened by Vice President Maurey Lee Allen.

Minutes of the previous meeting were approved as printed in the May issue of the *Wisconsin Architect*.

Karel Yasko moved, Wallace Brown seconded, the motion to inform the Board of Directors that this District favors the holding of the Annual Convention

(Continued on Page 8)



## Diversified Topics Discussed by Prominent Speakers at Annual Convention of the American Institute of Architects Held in Seattle in June

Seattle, Washington — William M. Allen, president of Boeing Aircraft Company, likened the aviation industry to the architectural profession by declaring "unless each model is an improvement, we are out of business."

Speaking to the opening session of the 35th annual Convention of the American Institute of Architects, Mr. Allen told an audience of 1500 delegates in Seattle's Metropolitan Theatre that "progressive thinking" is essential to the success of both the architect and the aircraft manufacturer.

"Thirty-seven years ago, when the Boeing company was founded, our product went 70 miles per hour," Mr. Allen said.

"Now our regular product travels in excess of 600 miles an hour, and we have other products coming along in the field of pilotless aircraft that operate at speeds well above the speed of sound.

"From what I know of your profession, I believe I am safe in saying that you are likewise experiencing rapid and important changes in your art and that you are guided by the same progressive approach.

"Like the airplane, your buildings have taken on the 'new look'. They have a beauty that is also functional."

Mr. Allen stressed the importance of the search for new materials that "will be more durable, more economical, or more easily fabricated." He said the airplane designer, like the architect, is constantly striving to simplify his product, while, at the same time, he is adding new equipment that will make his product more useful.

"Where would we be if we limited our thinking to the materials of the past?"

In welcoming the visiting architects to the Pacific Northwest, Mr. Allen pointed out the advantages enjoyed by the architects of the Seattle region.

"Our living is characterized by outdoor activities natural beauty, home gardens, hillsides, shorelines, and mountain and marine views," he said.

"The architect has an opportunity to make the most of these — to make the functional lines of good engineering fit the natural beauty of the countryside, to make architecture fit our way of living."

\* \* \*

Contemporary church architecture must escape all the "false trappings and pseudo-styles" of the past and at the same time avoid the "clinical look" of modern functionalism, Maurice Lavanoux, secretary of the Liturgical Arts Society of New York, declared in a seminar speech at the convention.

Limiting his remarks to conditions as they exist in the Catholic Church, Mr. Lavanoux urged architects

to "seek contact, once more, with that authentic tradition which is like a golden thread linking together all art throughout the ages."

"Now that the pendulum has swung in the direction of simplicity — a simplicity and starkness that has come about largely because of economic conditions — we are faced with the problem of infusing a soul into this clinical architectural atmosphere," he said.

The solution of structural problems and the use of new materials have led some architects to neglect the function of the building itself, Mr. Lavanoux added.

"The building of a church is not the exercise of an

(Continued on Page 8)



Milwaukee's own Gerrit J. deGelleke, F.A.I.A., who received the Kemper Award for outstanding service to The Institute at the 85th A.I.A. Convention in Seattle.



## Plan of Newly Formed Wisconsin Architects Association Foundation

### Explained by Association's Attorney, Gerald J. Rice

While the Wisconsin Architects Association is a non-profit corporation generally intended to serve the ultimate public welfare, its primary and chief purpose is to serve its architect members. Because of this self-interest, it has been deemed advisable to separate any activities of a specific public interest and particularly the establishing of scholarships, competitions for plans for improving the public environment, promoting an accredited architectural school in Wisconsin and related efforts.

Furthermore, there has been serious doubt as to whether gifts made to the Association for educational purposes would be deductible by the donors for tax purposes.

Accordingly, in order to have the public educational program separate from any activities frankly designed to serve the architects, and in order to clarify the status of gifts for tax purposes, the Executive Committee of the Association has caused to be organized the Wisconsin Architects Association Foundation.

On May 12, 1953, Articles of Incorporation were filed with the Secretary of State at Madison, Wisconsin, and a certified copy was duly recorded in the office of the Register of Deeds for Milwaukee County on May 18, 1953.

The plan of organization is very simple. The membership of the Foundation consists of nine (9) members of the Wisconsin Architects Association, each serving for a term of three (3) years, three being elected each year by the Executive Committee of the Wisconsin Architects Association immediately following the annual meeting. The nine members of the Foundation then annually elect three Directors, who in turn elect a President, Vice President, Secretary and Treasurer.

The income of the endowment funds and the voluntary gifts received during the year are to be expended for the following purposes: "For the advancement of the aesthetic, scientific and practical efficiency of the profession of architecture and the living standards of people through their improved environment, and for the promotion of the science and art of planning and building by advancing the standards of architectural education, training and practice, through education and scientific research; to provide for scholarships or fellowships for the architectural education of worthy persons."

At the first meeting of the corporation held on May 23, 1953, the Executive Committee of the Wisconsin Architects Association (8 of whom were also

the incorporators of the Foundation) was asked to elect the first 9 members of the Foundation. The following named persons were elected:

Francis J. Rose, Julius Sandstedt, Edgar H. Berners, William G. Herbst, Arthur O. Reddemann, Maurey Lee Allen, William V. Kaeser, Mark T. Purcell, Francis S. Gurda. The members elected three Directors, Maurey Lee Allen, William V. Kaeser and Francis S. Gurda, who in turn elected the following officers:

Francis J. Rose, President; Mark T. Purcell, Vice President; Arthur O. Reddemann, Secretary and Treasurer.

Action was taken at the first Directors meeting acknowledging receipt of \$6300.00 from the Wisconsin Architects Association, of which \$5000.00 is to be set up as an Endowment Fund and \$1300.00 to be set up as a general fund for current expenses. Action was also taken naming the Marine National Bank as the Foundation's depository and authorizing the Treasurer to solicit and receive gifts and contributions for the purposes of the Foundation. Gerald J. Rice was appointed as attorney for the Foundation and was directed to make applications for exemption from income tax and for qualification to receive tax free gifts. The President was also authorized and directed to appoint three members to each of the following committees:

1. Committee on Membership and Finance.
2. Committee on Improvement of Environment of People.
3. Committee on Architectural Education, Scholarships and Prizes.

President Francis J. Rose stated that his appointments will be made in the near future, but that it is most likely that until the February convention of the Association no action will be taken by the Foundation officers or Board other than to study ways and means for establishing scholarships and setting up competition prizes, and to make recommendations. Mr. Rose reports that Mr. Rice has already made application to the Wisconsin and Federal tax authorities for income tax exemption. In the meantime Mr. Rose pointed out that all members of the Wisconsin Architects Association and their friends might well consider making contributions to the Foundation during 1953 so that sizable scholarships and competition prizes could be provided for 1954. He called attention to the growing practice of expressing sympathy for



a departed friend by making a "memorial contribution" to a constructive, educational and benevolent organization, rather than by making floral offerings. He pointed out that a gift to a Foundation dedicated and devoted to high public purposes such as those of the Wisconsin Architects Foundation would constitute a more enduring testimonial than other forms of memorial.

There are also other and happier occasions, he stated, such as when an architect receives a national award or other honor, which could well be commemorated by a gift to the Foundation in honor of such occasion.

For those wishing to make provision in their wills, the following form was recommended by the Foundation's counsel:

"I hereby, give and bequeath to the Wisconsin Architects Foundation, a non-profit Wisconsin corporation, located in Milwaukee, Wisconsin, the sum of \$\_\_\_\_\_."

For those wishing to make contributions at the present time, the following form is recommended:

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759 N. Milwaukee St., Milwaukee, Wis.*

## Articles of Organization of Wisconsin Architects Foundation

These articles of Organization, made and entered into this 9th day of May, 1953, by and between the undersigned, adult residents and citizens of the State of Wisconsin.

### WITNESSETH:

That the parties whose names are subscribed hereto have associated, and do hereby associate, themselves as a corporation under and by virtue of the Statutes of the State of Wisconsin, and particularly Chapter 182 of said Statutes, as amended.

## Article I

### NAME

The name of the corporation shall be WISCONSIN in the City of Milwaukee, Milwaukee County, in the ARCHITECTS FOUNDATION, and it shall be located State of Wisconsin.



## Article II

### PURPOSES

The purposes of this corporation shall be exclusively scientific, educational and benevolent, including without limitation because of specification, to take and acquire by purchase, gift, grant or testamentary donation, or otherwise, either in its own behalf or as trustee or as agent or representative of others, real and personal property of all kinds and wherever situated; to hold, use, manage, expend, convey, dispose of, invest and re-invest the same for the advancement of the aesthetic, scientific and practical efficiency of the profession of architecture and the living standards of people through their improved environment, and for the promotion of the science and art of planning and building by advancing the standards of architectural education, training and practice, through education and scientific research; to provide for scholarships or fellowships for the architectural education of worthy persons; to engage or participate in any activity, business or enterprise to carry out and to procure funds for the purposes of the corporation. In carrying out the above purposes, no distinction shall be made among any recipients of any amounts disbursed for such purposes, as to race, creed, or political affiliations.

## Article III

### PROPERTY AND ACTIVITIES

The corporation shall operate within this state and shall receive, hold, use or dispose of all of its income, after deducting expenses connected with the conducting of its purposes, and of the property acquired by it from time to time, exclusively for the purpose of its organization in this state or in any of the other states of the United States of America. No part of the net earnings or net income of the corporation shall inure to the benefit of any private individual or member. No part of the activities of the corporation shall ever consist in carrying on propaganda or otherwise attempting to influence legislation.

## Article IV

### STATUS

The corporation shall be non-stock, and no dividends or pecuniary profits shall be declared or paid to the members thereof. In the event of the liquidation of the corporation, no liquidating dividends or dividends in distribution of the property then owned by the corporation shall ever be declared or paid to the members of the corporation.

## Article V

### MEMBERSHIP

Section 1. Membership of this corporation shall consist of the original signers of these articles until the first meeting of the corporation, after which the membership shall consist of nine (9) members in

good standing of the Wisconsin Architects Association, A Chapter of the American Institute of Architects, elected by the Executive Committee of such Wisconsin Architects Association. Of the first members elected, three shall be elected for one year, three for two years and three for three years, or until their respective successors have been elected, such terms of office to commence as of the last annual meeting of the Executive Committee of the Wisconsin Architects Association preceding the adoption of these Articles of Organization. Commencing with the next annual meeting of said Executive Committee, three members shall be elected at each annual meeting, to hold office for three years or until their respective successors have been elected and qualified.

Section 2. No member shall be elected and serve more than two successive terms as a member, except the first members elected for one year only.

Section 3. Membership in the corporation shall be personal and shall not be sold, assigned, or transferred in any manner; and all right and interest of each member in the privileges and affairs of the corporation shall cease at the death of such member or when the membership of such member shall otherwise be terminated.

Section 4. The By-laws may provide for additional membership, such as contributing, honorary, or other membership, but such membership shall not be entitled to vote upon any matter. Whenever the word "member" or "members" be used herein, it shall not include the membership created pursuant to this Section.

## Article VI

### BOARD OF DIRECTORS

Section 1. The property, affairs, business, and operations of the corporation shall be under the care and management of a Board of Directors. The number of Directors shall be such number as is designated from time to time by the By-laws, but shall not be less than three. The Board shall carry out the purposes of the corporation in compliance with the Articles of Organization and By-laws of the corporation.

Section 2. The members of the Board of Directors shall be divided into such classes, hold office for such terms and have such qualifications as may be designated from time to time by the By-laws.

Section 3. Any director may be removed from office by a vote of two-thirds of the members of the corporation, for any cause or reason deemed by them sufficient.

Section 4. The funds and property of the corporation shall be invested and expended as the Board of Directors may determine, subject to the provisions of Articles II and III hereof, and except as may be otherwise provided in the terms of any gift, grant, or bequest.



## Article VII

### OFFICERS

Section 1. The general officers of the corporation shall be a President, Vice-President, Secretary, and Treasurer. Any two of the offices except President and Vice-President or President and Secretary, may be held by the same person, as the Board of Directors may determine.

Section 2. The officers shall be members of the corporation. They shall be elected annually by the Board of Directors at the first meeting thereof to be held, as provided in the By-laws, after the annual meeting of the members of the corporation. They shall hold office for a term of one year or until their respective successors are chosen.

Section 3. Principal duties of the officers:

- (a) The principal duties of the President shall be to perform all such duties as usually devolve upon such office, and preside at all meetings of the Board of Directors and of the members.
- (b) The principal duties of the Vice-President shall be to discharge the duties of the President in case of the latter's absence or disability.
- (c) The principal duties of the Secretary shall be to countersign all deeds, leases, and conveyances executed by the corporation, and to keep a record of the proceedings of the Board of Directors and of the members of the corporation.
- (d) The principal duties of the Treasurer shall be to have custody of all money, valuable papers, and property of the corporation.

Section 4. Additional officers.

The Board of Directors may provide for the appointment of such additional officers who need not be members of the corporation as shall be deemed for the best interests of the corporation.

Section 5. Additional duties of officers.

The officers shall perform such additional or different duties as shall from time to time be directed by the Board of Directors, or as may be specified in the By-laws.

Section 6. Any officer may be removed from office by a vote of two-thirds of the members of the Board of Directors for any cause or reason deemed by them sufficient.

Section 7. Any vacancy in any office shall be filled by election by the Board of Directors for the unexpired term.

## Article VIII

### MEETINGS

Meetings of the members and of the Board of Directors shall be held at such times and places as shall be provided in the By-laws.

## Article IX

### DISSOLUTION

In the event of dissolution of the corporation, all of its assets, after payment of its debts and liabilities, shall be given and transferred, conveyed, or assigned to, or used for, such scientific, educational and benevolent purposes related to the profession of architecture and improving the environment and living standard of people as the members of the corporation shall determine, or its legal administrators, after its dissolution, shall direct.

## Article X

### BY-LAWS

By-laws for the further government of the affairs of the corporation and further enforcement of these Articles shall be adopted by the members of the corporation and may be amended by the members as provided in the By-Laws.

## Article XI

### AMENDMENT

These Articles may be amended by a vote of at least two-thirds of the members of the corporation.

## Article XII

### ORGANIZERS

The names and residences of the persons forming the corporation are: Joseph J. Weiler, residing at Madison, Wis.; Arthur O. Reddemann, residing at Milwaukee, Wis.; Leigh Hunt, residing at Milwaukee, Wis.; Julius Sandstedt, residing at Oshkosh, Wis.; Francis J. Rose, residing at Milwaukee, Wis.; William G. Herbst, residing at Milwaukee, Wis.; Maurey Lee Allen, residing at Appleton, Wis.; Frederick J. Schweitzer, residing at Milwaukee, Wis.



(Continued from Page 2)

each year after the 1954 convention alternately in Madison and Milwaukee. Motion carried.

General discussion on questionable practices of engineers who appear to be accepting and doing commissions not within the scope of the Registration Act, and architects who appear to release information to the press and clients which causes the general public to believe that the type of building described can be erected from plans by these architects at a cost ridiculously lower than other architects. The following is quoted from a press release of May 15, 1953:

"The cost of the school, rated on a unit basis, was \$10.69 per square foot of floor space, or 92 cents per cubic foot. This is substantially less than the state average for schools of this type," \_\_\_\_\_ said. He estimated the state average at \$15 to \$18 per square foot and from \$1.10 to \$1.25 per cubic foot."

Further discussion on the merit of assembling cost data periodically of work in the offices of the architects in this District for distribution to participating members in order to be aware of trends in bidding and probable costs of similar work to be bid in the near future. No action resulted. Tabled for discussion at the September meeting to be held at Chilton, September 14, 1953, the regular date of the first Monday being changed to the second Monday on account of Labor Day.

Disappointment was expressed at the apparent lack of interest of the members to attend this meeting which was adjourned at 10 o'clock P.M.

PAUL KILP, Secretary

(Continued from Page 3)

architect's virtuosity, no matter what his eminence may be in other fields of architectural practice," said Lavanoux. "Since the liturgy is a public act, it follows that the community for whom the church building is erected must be taken into consideration."

Mr. Lavanoux suggested that architects incorporate the works of "first-rate artists" in their churches.

"I am always puzzled by the thought that an investment of millions of dollars cannot justify at least a token expenditure of, let us say, fifty thousand dollars, for mural paintings and sculpture," he said.

Harry M. Prince, A.I.A., New York consultant for the Union of American Hebrew Congregations, told the liturgical arts seminar that "it is the hope of many of us, while retaining the basic concept of the intent of the synagogue as a House of God, nevertheless to discard completely the false art traditions and imitations of a past age."

Pointing out that synagogues in the United States continue to revert back to the historic styles of Europe and the Near East, Prince called for a contemporary style of synagogue that is "completely individual and indigenous to our American way of life."

He warned the architects, however, that they must not divest the design of all symbolism of the synagogue's heritage.

"It should be an organic entity, free of any chains other than its basic intent of establishing a free, unfettered style of synagogue architecture," said Mr. Prince. "I insist that it look like a house of worship and not a municipal building, fire-house or public library."

The Protestant Churches were represented in the seminar by the Rev. Marvin Halverson, executive secretary, Department of Worship and the Arts, National Council of Churches, New York.

"Today we are witnessing a revolt in church architecture," declared Rev. Halverson. "If you look at some of the early churches in America, you will discover there was a unity of internal arrangement. Today these patterns have vanished."

He asked the architects not to forget that the Church is "a community of believers, and therefore, it should be a community building."

\* \* \*

A pilot study seeking to systemize the collection and distribution of scientific facts about building materials will be launched in conjunction with manufacturers and trade associations, as a result of a resolution passed at the convention.

The resolution, proposed by the Chicago Chapter of the A.I.A., sets up a committee to establish "desirable criteria for a single type of building product such as insulation, metal sash or flooring." If the six-month pilot study is successful, the program will be expanded to cover other products.

The convention voted its opposition to a bill now before Congress which advocates the establishment of a National Arts Commission. Sponsored by Rep. Charles R. Howell, N.J., the bill was attacked by the Brooklyn Chapter, A.I.A., as a measure which "could strangle the free and natural development of our art and culture by prescribing a governmental organization that could reach into every corner of our national art life."

Two other resolutions, passed by the convention, will aid The Institute in more clearly defining "an architectural competition" and intensifying its work in international relations.

Another convention resolution asking the A.I.A. Board to consider a new by-law requiring two candidates for each major office in future elections was passed by voice vote.

In concluding the last regular business session of the 85th Convention, the architects gave a standing ovation to outgoing President Glenn Stanton, of Portland, Ore.

The convention also warmly praised the City of Seattle for its hospitality and the Pacific Northwest Chapters for planning the week-long meeting. A special vote of thanks was given the Simpson Logging Company for the forest industry tour attended by more than 500 architects on Monday.

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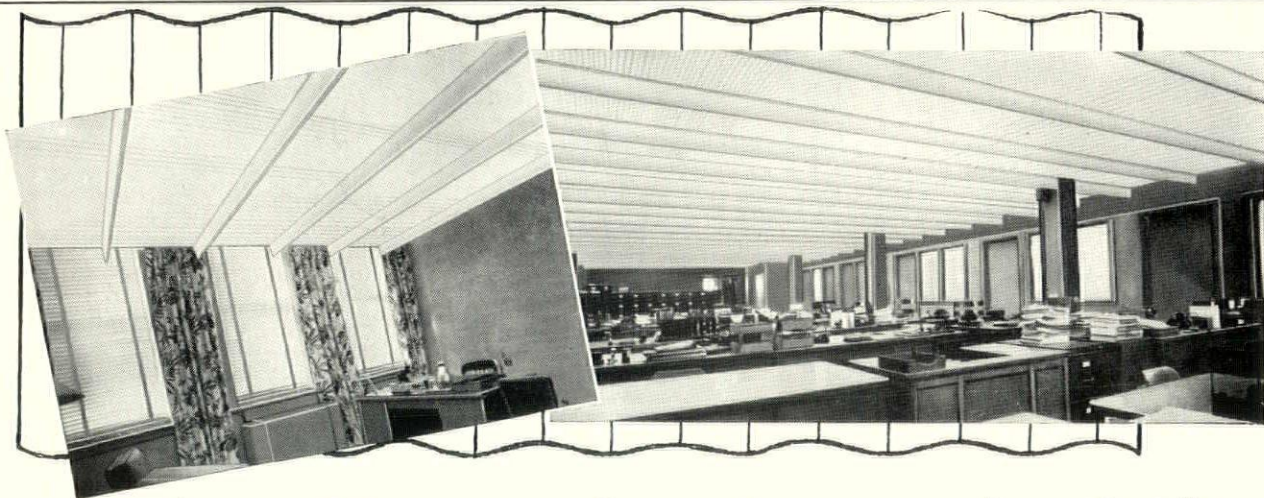
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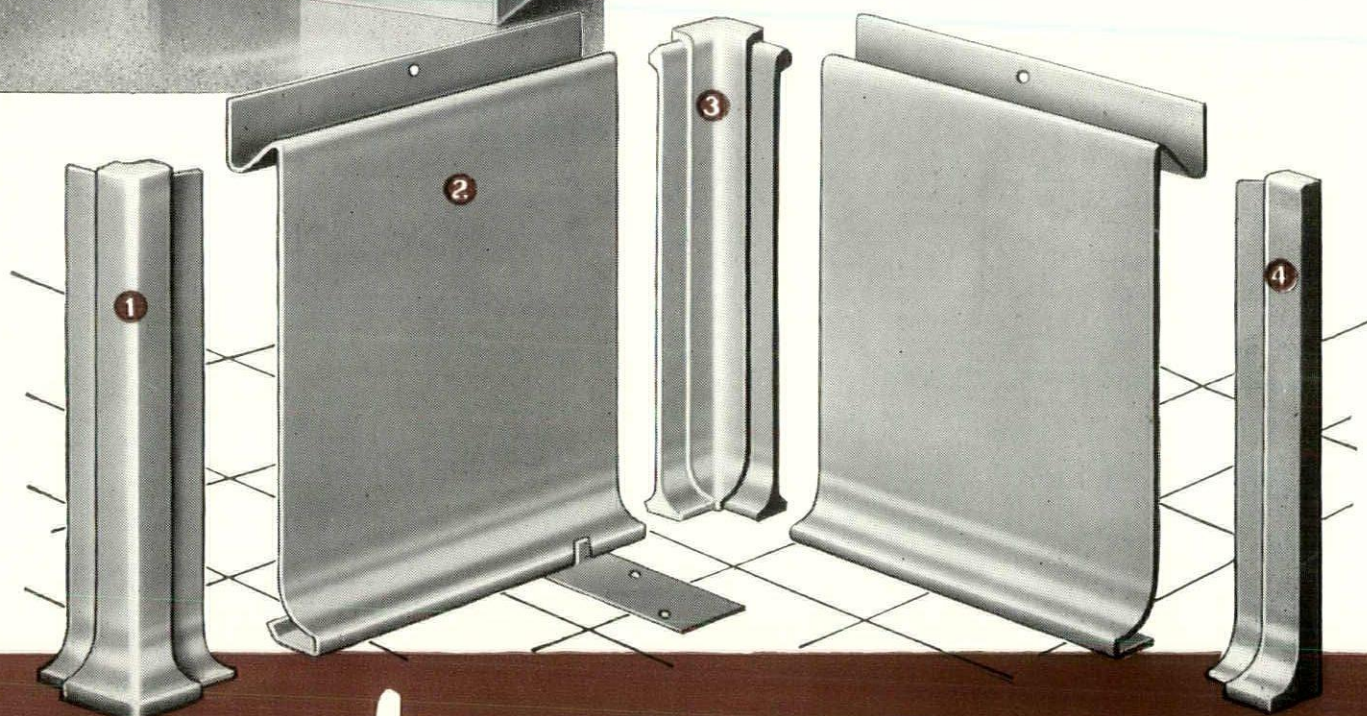
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- ④ End-stop — left and right hand, cast.

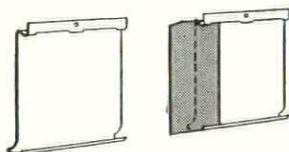
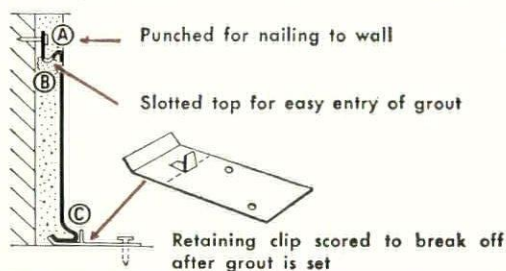


# new!

## MILCOR\* no. 605

### Plastered-in Metal Base with friction-fit fittings for faster installation

#### Flush-type, plastered-in design



#### No punching, no exposed screws

Rear view shows how flat aligning plate joins two sections of Milcor No. 605 Metal Base. Note, as with fittings, this joint requires no punching and no screws.

This new metal base is ideal with asphalt, rubber tile, or linoleum floors — in modern buildings such as hospitals, schools, hotels, apartments, office and industrial buildings.

Sanitary, fire-safe, and durable — Milcor No. 605 Metal Base offers substantial savings in construction time as well. That's why you will want to use this new Metal Base in your current designs. Study the features described on this page, and write for complete information.

\*Reg. U. S. Pat. Off.

## INLAND STEEL PRODUCTS COMPANY

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